

## The Three Pillars concept for a Successful Business: Management, Finance & Technical

Er. Ashutosh Mishra<sup>1</sup> and Dibakar Mishra<sup>2</sup>

<sup>1,2</sup>Nextonik Corporation, Laxmi Nagar, Delhi-110092 India.

(Corresponding author: Er. Ashutosh Mishra)

(Received 01 September, 2020, Accepted 23 November, 2020)

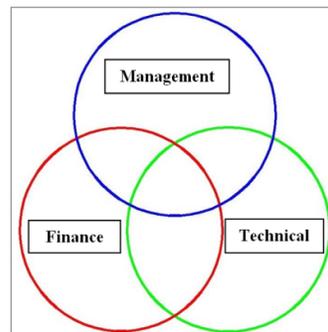
(Published by Research Trend, Website: [www.researchtrend.net](http://www.researchtrend.net))

**ABSTRACT:** The present generation is living in an era of competitions. Success is the only and sole parameter of affluence that guaranties a strategic position in the society. This is why most of the present generation of humanities is facing cut-throat competition in all the spears of live. Today we are living in a mechanised world and a global economic era. Where a business has to face competitions to succeed. Without competition the success of the business is impossible. This article emphasizes the necessity of the three pillars for the success of any business. The success of any business or the sound flourishing of any business depends on the three pillars concept. If the business, lacks any pillar than the tent of the business comes to the ground and it is a failure. So we can say that the most essential key to the success of any business lies in the grips of these three pillars concept. In the absence of any one of these three pillars, the business cannot stand strongly or cannot prosper successfully. For the success of any business these three pillars– Management, Finance and Technical are equally important and play equal significant roles. From making strategy, planning, development, managing and magnifying is looked after the management. Finance enables the company to bear any type of expenses. Technical has equal importance without the proper knowledge of any business/process, it cannot prosper or it cannot stand successfully.

**Keywords:** pillars; successful; business; global; economic; creativity; management etc.

### I. INTRODUCTION

Today we are living in a mechanized and competitive world. Today we are living in a Global Economic Era where the business is driven by the competitions. If we want to be a successful businessman in this mechanized and competitive world then we have to keep in mind these three pillars on which the whole business stands - Management, Finance and Technical. If any pillar is shaken or the business lacks, then the Fort of the business falls on the ground. In other words, we can say that the most essential key of the success of any business is gripped in the hands of these three pillars. In the absence of any one of these three Pillars the business cannot stand successfully or cannot prosper.



### II. IDEOLOGY

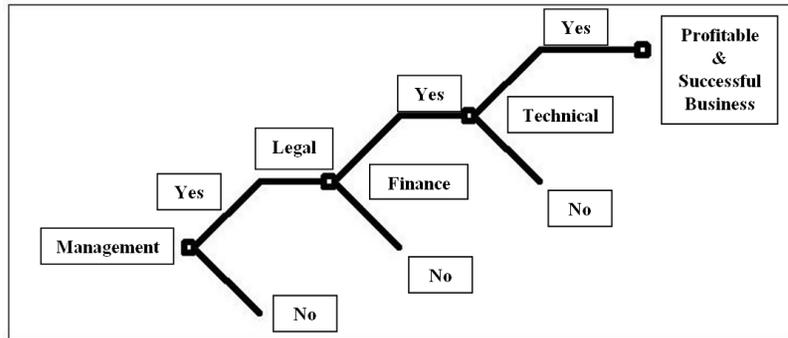
The significance of these three essentials can be justified through any business whether it is a small business or a large industries. All the three pillars are important no doubt but the management plays an extraordinary significant role for the success of business from the beginning till end. The main function of management is to get raw materials from a good source at the cheapest rate, production of the goods of the best quality, punctuality of the production and supply of the products in the market and also to check the satisfaction of the customers and to bring that changes time to time as per the circumstantial demand.

Finance - Finance is essential to run a business successfully that too without any hurdles. Investment of money by the partners becomes essential otherwise in the middle itself the business becomes a failure. Finance is required to

purchase the raw materials, to pay employees, for transportation and other expenses. Next comes Technical - The term technical can be applied in the following three fields: Manufacturer, E-commerce & Service industries.

- **MANUFACTURER:** Technical for the manufacturing industry is also important. It is required to maintain the production as well as its quality and delivery of products in time to the customers.
- **E-COMMERCE:** E-Commerce should work according to the needs of the customer and try to fulfil their demands on time. It should be quick in service to impress the customers.
- **SERVICE INDUSTRIES:** Service industries have to keep in mind the appropriate product or service whether it is related to maintenance or any other services should be provided to the customer on Time. It is also required to be fast in service.

Now let us understand the functioning of this three pillars concepts with the help of a flow chart given below:



If management is absent the business stops. If it is present, then the business proceeds legally. Again if finance is absent then the business ends. But if it is available then the business is enhanced. Similarly, if the technical is absent the business is failure but it prospers and achieves success when the technical is present.

### III. OTHER THREE PILLARS CONCEPTS

- As per Mr. George Siedel's theory, the three pillars are Strategy, Law and Ethics. So strategy is decided by the management and law amended and ethics are framed by management. Thus, we find here that management plays a significant role and other two concepts are de-function. So these three pillars concept is found inappropriate [1].
- Mr. Andrew Savitz emphasized Economic, Social & Environment as the three pillars of a business. But it is clear to everyone that Management and Finance look after the circumstances in which the product reaches. They check it if it is useful to society and if it is cheapest in comparison to the products of other companies are not. Thus social and environment concepts are related to management and the concept of economic is related to finance and management. Here too we find lacking of one concept –Technical [2].
- Value proposition, Financial model and Corporate Moral-set was emphasized by another business expert as the three pillars concept of successful business. But here too we find the involvement of Management and Finance only. Value proposition is the function of management and Finance both. Financial model is observed by Finance and Corporate moral-set is maintained by the management. Thus here too we find the lack of Technical concept.
- The another three pillar concept is Relation building, Reputation enhancing and Contact management. All these are related to management. Management looks after these three concepts. Thus this concept of Mr. Witold J. Henisz is also not appropriate [3].
- According to, sir Brad Flynn's concept the three pillars are - Margin, Fulfilment, Volume. Margin is the ratio of profits which we earn from total sale over cost of the product. Margin is related to profit money. So it is looked after by the finance and management both. Fulfilment means to fulfil the demands of customers on time it includes the process of receiving orders from the customers and its deliverance to them timely. Volume is directly proportional to increase in demands. So here, volume means the quantity of goods / products to be produced and to be supplied. The fulfilment and volume both are decided by management. Thus here too we find the function of two Pillars only and one pillar i.e. technical has got no value according to this concept. So this three Pillars concept appears to be inappropriate [4].
- According to a business expert - Business strategy, Financial Management and Psychological Management are the three pillars for a successful business. But we cannot forget that Business Strategy is handled by management, Financial Management is maintained by finance and again Psychological Management is the work of Management. Thus here we do not find any involvement of Technical.
- According to Mr. Safaraz Ali Numbers, System & Process and Winning Mindset are the three pillars concept. Number may mean increase in quantity of products/sale quantity/increase in profit margin. System & process means working style/working technique which maintains the productivity with quality and quantity. Winning mindset refers to the attraction of the products. We have to make the products attractive through its quality as well as advertisements

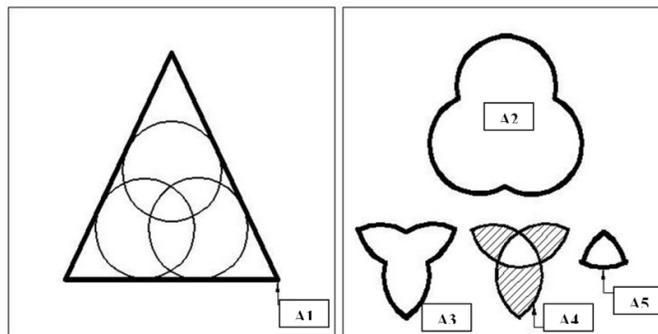
to arise interest in the customers. Numbers are managed by Management, System and Process it is related to Management and Technical and Winning Mindset is maintained by management so here we find lack of finance [5].

- Mr. Alex Mandossi gave the Concepts of Production, Operation and Marketing as the three pillars Concept for a successful business. But after checking the functioning concepts of the above three we conclude that production is related to technical, operation maintained by technical and management, marketing is looked at by management. Thus here too we find the concept of Finance absent [6].
- Plan and prepare, test and maintain & recover and restore are the three pillars concepts present by a businessman. Plan and prepare is maintained by the management. Test and maintain is the main concern of technical and management. Again recover and restore is related to technical and management. Thus here also we do not find the use of finance.

#### IV. PROOF

Now we are trying to prove our theory of the three pillars concept with an illustration.

- The triangle (A1) shows the total population of the world that is 780 crores [7].
- Inner portion of circles (A2) shows the people who think of business that is 60%.
- The intersecting portion (A3) shows those people who attend the business at least once in their life that is 20%.
- The shaded portion (A4) shows the people who are failure in their business or run it on no profit no loss it is around 15%.
- The common intersecting portion (A5) of the three circles shows the successful businessman. It is only 5% of the world's population.



#### V. EXAMPLE

We are trying to prove our three pillars concept with the help of my two examples:

1. The first example is the small scale business, a small hotel or a tea-stall. To run it successfully, we need proper management means it should be supplied to the customer timely with proper courtesy and at suitable rate. Somebody may supply it in a plastic cup, someone may in glass or in a paper cup and someone may supply it in a handmade eco-friendly clay tea cup (kulhad) and charge a little more. But the last one is more preferred by the customers. This is management. To purchase the ingredients for the Tea (milk, sugar, ginger, cardamom etc.) & to maintain the quality as well as proper supply we need Finance. Here, technical also plays an important role. Without the proper knowledge of preparing tea ratio of ingredients and timing we cannot maintain the quality. Thus, it is clear that all the concepts Management, Finance and Technical have equally importance to run a business like a small hotel or a tea stall.

2. Now discussing the second example i.e. large scale business. We are illustrating it with an example of industry like the plastic toy industry. Here management means purchasing good quality raw material (plastic chips), increasing productivity, maintaining product quality with standardization, finding out the dealers and suppliers, to increase the supply-chain management and to receive the feedback from customers etc. All these work are managed by management. Finance has its own significance in this field. To purchase the raw material, bearing the labour cost, transportation cost, maintenance or breakdown cost, other types of rent cost and taxes etc., we need a good amount of finance. To maintain or improve productivity and its quality etc. Technical has its own importance [12, 13].

Thus we see that to run any business whether it is small, medium or large all the three concepts work like the three pillars on which the business stands lacking even one Pillar the business becomes a failure.

#### VI. THE SPIRITS OF SUCCESSFUL BUSINESS

- **PASSION:** For the success of any business, we have to be passionate. It is our passion which brings diligence (hard work with sincerity) in us and makes our mind sharp and attentive. It also brings interest in our work.
- **PARTNERSHIP:** Partnership is the most significant factor for any business. Everyone can't have all the three pillars. So, to be in possession of all the above three pillars, we need partnership.

- **CREATIVITY:** To suit the circumstance and environment, especially keeping in mind the demand of customers or the market, we have to be creative while producing the goods so that something new with flying colors comes out in the market which brings definitely a good profit.
- **COMMITMENT:** First we have to commit to our work, for the quality / standard we have to commit and to be stick to our commitment we must have commitment with the customers also and it must be kept at any cost. For example, pizza making company (Domino's) committed at the beginning regarding its quality, delivery (30 minutes' delivery guarantee) and price. At the beginning the company had declared that if it is not delivered within 30 minutes then it will be handed over in free. Similarly, it maintained its quality [8].
- **FOCUS:** Attention is mandatory for any work. We have to focus on our work, quality, customer and staff satisfaction, strategy plan, price and we have to keep on changing it with respect to time.
- **RESULT:** If we stick to the above factors besides the three pillars. We are sure to achieve success.

## VII. CONCLUSION

Thus we find that to achieve the brightest success in any business or the flourishing of any business no doubt depends on the three pillars: Management, Finance and Technical. But besides it, sound spirits like passion, partnership, creativity, commitment and focus are also necessary and thus the three pillars concept is crystallized.

## ACKNOWLEDGEMENT

We are thankful to all Business Leaders, Entrepreneurs, Professionals and specially M/s S.M. Associates, Moradabad, U.P. for their authentic guidance which they provided us through their books, articles or through authentic knowledge etc. and enabled us to complete this paper.

## REFERENCES

- [1]. Siedel, G. (2016). *The three pillar model for business decisions: Strategy, Law and Ethics*. Van Rye Publishing, LLC.
- [2]. Savitz, A., & Weber, K. (2014). *The Triple Bottom Line: How Today's Best-Run Companies Are Achieving Economic, Social and Environmental Success - and How You Can Too*. San Francisco: Jossey Bass A Wiley Brand.
- [3]. Henisz, W. J. (2014). *Corporate Diplomacy: Building Reputations and Relationships with External Stakeholders*. Sheffield: Greenleaf Publishing Limited.
- [4]. Flynn, B. (2017). *The 3 Pillars of a successful Business: Margin, Fulfilment and Volume*. Brisbane, Australia.
- [5]. Ali, S. (2018). *The Three Pillars of Sustainable Business Growth: Numbers, Systems and Processes and Winning Mindset*. London: Pathway Group.
- [6]. Mandossian, A. (2019). *The Three Pillars of a Successful Business*. Canada.
- [7]. Google. (2019, October 04). World Development Indicators. Google Public Data Explorer. Retrieved from google.com
- [8]. Dominos. (1973). *30 Minutes delivery guarantee or free policy*. America: Domino's Pizza, Inc.
- [9]. Nawaz, N., Gajenderan, V. & K., V. (2020). Impact of HRM Practices Towards the Employee Engagement in Private Banks. *International Journal on Emerging Technologies*, **11**(5), 245-251.
- [10]. Chernyshev, D., Ryzhakov, D., Dikiy, O., Khomenko, O., & Petrukha, S. (2020). Innovative Methodology and Management Tools of Commercial Real Estate. *International Journal on Emerging Technologies*, **11**(5), 283-289.
- [11]. Sharma, N. N., & Gautam, A. (2020). Impact of Customer Relationship Management and its Significance in Rural Banking (A Case Study of Himachal Pradesh Gramin Bank). *International Journal on Emerging Technologies*, **11**(5), 616-620.
- [12]. Mishra, A., Jaishree, K., & Singh, A. (2019). Comprehensive and Continuous Improvement with Just in Time (JIT) for manufacturing or service industry. *2nd National Conference on Recent Developments in Mechanical Engineering and Modern Techniques (NCRDMEMT'19)*.2, pp. 1-6. Chennai: P.T. Lee Chengalvaraya Naicker Polytechnic College.
- [13]. Mishra, A., Singh, A., & Jha, K. K. (2020). Prognostic, Peril and Competency in the Execution of Total Quality Management (TQM) in Small and Medium-Sized Enterprises or Businesses (SMES). *3rd National Conference on Recent Developments in Mechanical Engineering and Modern Techniques (NCRDMEMT'20)*. **3**, p. 101. Chennai: P.T.Lee Chengalvaraya Naicker Polytechnic College Polytechnic.